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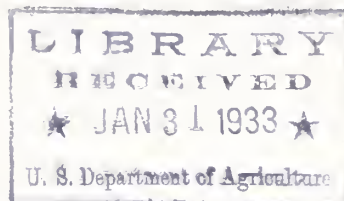
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The NEW

BLACKJON

PAT. APP. FOR

TRADE MARK REG.



97% of
Blackjon
Crop Colors
Extra
Fancy
Grade

Common
Jonathan
Still Green
Not Ready
for 2 Weeks



97% Extra Fancy

43% C-Grade

34% Fancy

23% Extra Fancy

BLACKJON

COMMON JONATHAN

(COLOR REPRODUCTION FROM PHOTOGRAPH)

THE above illustration represents a season's crop harvested from the original parent BLACKJON tree, showing color grades of all the fruit at picking time. Fruit from the original sport-limb of Blackjon was 97% Extra Fancy, while common Jonathan from the remainder of the tree averaged: C-Grade 43%, Fancy 34%, Extra Fancy only 23%—for color—a difference of 71% in Extra Fancy Grade (more than two-thirds) in favor of Blackjon. Both crops picked same day from same tree.

These figures were also a general average of fruit on other common Jonathon trees in the same orchard under identical conditions. The great superiority of Blackjon is readily apparent. Blackjon has an abundance of early deep, cherry-red color so that practically all the fruit grades Extra Fancy when in prime condition for picking and shipment. Blackjon is ready for the early markets when prices are best.

COLUMBIA & OKANOGAN NURSERY CO.

"The Wenatchee Nurseries"

C. & O. Building, Wenatchee, Washington

"A real asset to the Fruit Industry"

BLACKJON
PAT. APP. FOR TRADE MARK REG.

... the New early-coloring, deep-red Jonathan ...

HISTORY OF THE BLACKJON

IN THE year 1927 on a common Jonathan tree in the Thomas Slack orchard near Wenatchee, Washington, there was discovered what is known as a "sport" limb or mutation, bearing deep red Jonathans that color much earlier in the season. The tree stands among many other common Jonathan apple trees. The apples on this particular "sport limb" color deep red weeks earlier than ordinary Jonathans on the same tree and on adjoining Jonathan trees in the same orchard.

Following discovery of this remarkable early-coloring, deep red Jonathan, extensive tests were conducted by us. Now we have successive generations on top-grafted trees, and on young trees bearing fruit identical with that on the original parent "sport" limb.

Reddens Before It Ripens

Blackjon is identical with the common Jonathan in flavor, quality, and productiveness. It is different from common Jonathan in that it attains an intense, brilliant red color from two to three weeks earlier. While common Jonathans are still green and in the "C" grade and "Combination pack" class—Blackjon has an abundance of color making a large percentage of the fruit Extra Fancy Grade. Practically every Blackjon on the tree is colored a beautiful deep cherry-red.

Blackjon for Color and Quality

Within recent years thousands of Jonathan trees have been removed from orchards throughout the country. The planting of Jonathan has been steadily decreasing for the past fifteen years. According to a 1931 orchard census just completed by the office of Harold D. Bliss, district horticultural inspector, in the Wenatchee-Okanogan (Washington) district alone, between the years 1926 and 1931 there has been a decrease in Jonathans of 83,954 trees. The number eliminated nearly equals the total remaining. With similar reductions in most all other apple districts, it is evident that Jonathan production is greatly and rapidly declining.

This is because common Jonathans do not color sufficiently early to enable growers to reach the early markets with well colored fruit which sells at a profit. Because of this slow coloring, growers often leave Jonathan on the trees too long. Jonathans harvested late often reach a crowded market with prevailing low prices. Jonathans left on the trees waiting for color to develop, are usually of poor quality because of over-ripeness. They do not keep well, ship well, nor sell at profitable prices.

However, Jonathan is the first really good apple that goes on the market in the fall. No apple—except Blackjon—has been found to take its place. Blackjon can be picked while "hard ripe". This insures a firmer apple at picking time than the common Jonathan—consequently it will "hold up" much better. Those who like a crisp, juicy Jonathan, and one with beautiful, deep, cherry-red color, can be assured of getting it in the Blackjon.

Plant BLACKJON for Profit

The production of this new early-coloring Blackjon means that this wonderful new strain of Jonathan is going to reach the early markets, in prime condition, well colored and Extra Fancy Grade—and at a profitable price to the grower. It will supply the apple-consuming public something they crave—an apple that is "easy to look at"—and one of the finest from the standpoint of flavor and quality.



Prominent growers, shippers and horticulturists from many parts of the Pacific Coast have inspected the bud sport limb of Blackjon on the original parent tree. All are enthusiastic about Blackjon's brilliant early color—contrasted with common Jonathans without color on adjoining trees.



Mr. A. R. Chase, Chelan County, Washington, Agent, inspecting bud sport limb of Blackjon apple. Mr. Chase is of the opinion that this new bud sport named Blackjon will be as valuable in improving the Jonathan variety as has been the red strain of Delicious in improving that variety.

What Authorities Say About Blackjon

F. E. DeSelle, Production Manager, Jim Hill Growers

"There is no question in my mind that this improved Jonathan, is going to surpass the ordinary Jonathan, both as to earliness and improved color."

W. A. Luce, Orchard Advisor, Earl Fruit Co.

"I believe this apple to be a real asset to the fruit industry of the Northwest."

A. R. Chase, County Agent

"This new sport would appear to be as valuable in improving our Jonathan variety as the red strain of Delicious has been in improving the latter variety."

Wenatchee Daily World

"One main limb bearing deep red Jonathans, discovered four years ago on a Jonathan apple tree in the Thomas Slack orchards promises to bring back the lost fame to the Jonathans and thousands of dollars to growers."

"One of the things that has put Jonathans in disrepute with local growers is the fact that in order to get a good colored apple it was necessary to leave Jonathan on the tree until it became too ripe and then its handling, shipping and marketing became a problem."

"It (Blackjon) will put a beautiful apple on the market weeks before the Delicious, Winesap, etc. are harvested."

Northwest Fruit Grower

"This (Blackjon) should prove a boon to Jonathan growers who have waited for sufficient color to get a high percentage of extra fancy fruit, only to have the fruit too ripe to handle and ship well."

Blackjon Solves a Pollenizer Problem

One of the problems that growers of Delicious and Winesaps face today is proper pollenization. Jonathan is a recognized dependable pollenizer for these varieties. Its merits as a pollenizer have been definitely checked and determined by competent horticultural authorities.

Those who have been reluctant to plant common Jonathans can now have the advantage in BLACKJON of an efficient pollenizer combined with a fine, highly colored—early coloring apple which will command good prices on early markets.

Blackjon a Proved Strain

Before propagating trees for sale we conducted extensive experiments, tests and check-ups of the Blackjon through successive generations. In every instance Blackjon reproduces true to the original parent bud sport limb.

Planters are thus assured that the early coloring feature, and the deep, bright red color of the parent of this remarkable variety are retained when propagated.

Early Jonathans Pay

A prominent Wenatchee, Washington Grower says:—

"Last season my Delicious crop averaged \$1.92 per box, but my EARLY combination Jonathans brought me \$2.08 per box. Had my Jonathans been BLACKJON I could undoubtedly have gotten that price or more for my entire crop."

Plant Genuine Blackjon

Blackjon, so far as we know, is the only early-coloring, deep red Jonathan apple in existence. We have made application to the U. S. Patent Office for a plant patent covering this valuable new variety. The Name BLACKJON is also a registered trade-mark.

This Trade Mark is Your Protection

BLACKJON

When you plant BLACKJON you have the finest—most profitable variety of Jonathan obtainable.

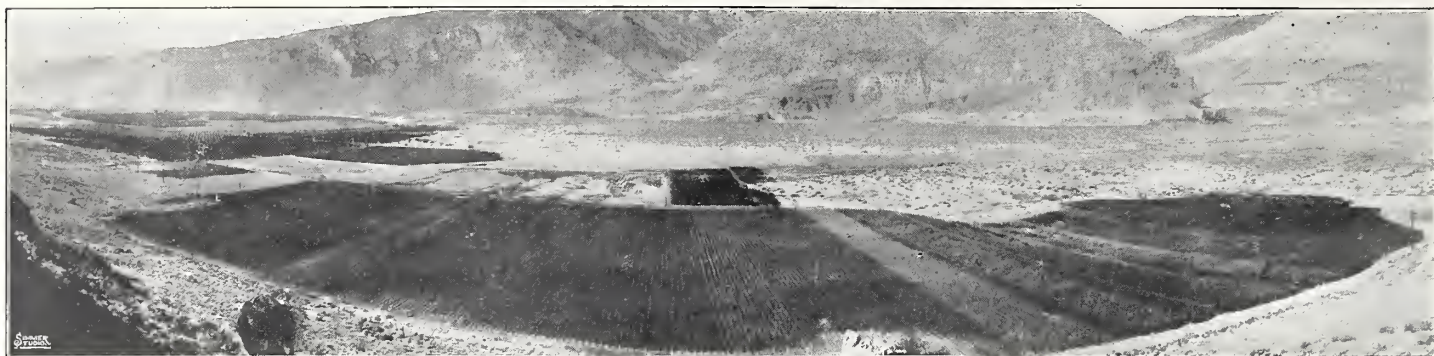
The C. & O. Nursery Company has introduced some of the most outstanding, most widely planted new apple varieties grown at this time in America and foreign countries. Blackjon is one of them—others are Richard Delicious, Blaxtayman, Blackmack, Second O Winesap, Second O Red Rome, and Second O Peach.

COLUMBIA & OKANOGAN NURSERY CO.

"THE WENATCHEE NURSERIES"

WENATCHEE, WASH.

WHERE DEPENDABLE TREES ARE GROWN



Panoramic view of portion of C. & O. Nursery fields and orchards embracing approximately three hundred acres. Orchards extend to extreme left. The Columbia River flows at base of hills in background.

A New Race of RED APPLES

"Increasing Extra Fancy Grade and cutting down the percentage of lower grades is the surest way of increasing orchard profits."—says a prominent Fruit Grower.

RICHARED *The DELICIOUS Supreme*

Color Grades at Picking Time			
	Extra	Fancy	"C" Grade
Richared Delicious	90%	7%	3%
Common Delicious	52%	36%	12%

A typical Delicious, but with beautiful, solid cherry-red color,—color is attained early in the season. Better Quality. Keeps and ships better. Richared is displacing common Delicious in commercial orchard plantings. Mr. A. Z. Wells, who has grown all types and strains of Delicious in his 300 acre orchards, says: "I can consistently recommend Richared Delicious as the best strain of Delicious I have ever seen."



A field of yearling apple trees in the C. & O. Nurseries. All standard varieties of apple, peach, pear, plum, prune, and other deciduous fruit trees, shade trees, shrubbery and evergreens are grown.

SEEAND O Trade Mark Registered **RED ROME**

Color Grades at Picking Time			
	Extra	Fancy	"C" Grade
SeeandO Red Rome	84%	14%	2%
Common Rome	26%	61%	13%

A brilliant, solid-red Rome Beauty that produces over 50% more Extra Fancy apples for color grade, than common Rome. SeeandO Red Rome is a beautiful apple, identical in quality, productiveness and other characteristics of the common Rome—except for a greatly superior color. This great improvement in color overcomes one of the most serious objections to the common Rome Beauty.

BLACK-MACK

Trade Mark Registered

Color Grades at Picking Time			
	Extra	Fancy	"C" Grade
Blackmack	84%	12%	4%
Common McIntosh	35%	46%	19%

A beautiful early-coloring, solid deep red strain of McIntosh. Originated in Canadian Okanogan. Colors earlier, can be picked when in prime condition, which improves shipping and eating quality and eliminates loss from windfalls.



A field of yearling peach trees in the C. & O. Nurseries. Note the long straight rows and the uniform, thrifty growth.

BLAXTAYMAN

TRADE MARK REGISTERED

Color Grades at Picking Time			
	Extra	Fancy	"C" Grade
Blaxtayman	88%	9%	3%
Common Stayman	43%	41%	16%

A real Stayman, but deeper, richer and darker red. Less windfalls and does not crack on the tree. Colors earlier than the ordinary Stayman—entirely lacking that muddy, greenish color so characteristic of ordinary Stayman. Keeps better in storage and does not scald.

SEEAND O Trade Mark Registered **WINESAP**

Color Grades at Picking Time			
	Extra	Fancy	"C" Grade
SeeandO Winesap	94%	5%	1%
Common Winesap	52%	35%	13%

Like the regular Winesap in every respect, except that it is of darker earlier color, and a greater percentage of the fruit grades Extra Fancy for color. This fine apple was first brought to our attention by Mr. W. A. Luce, formerly Horticultural and Soils Investigator for State College of Washington, but now orchard advisor for the Earl Fruit Co.



Budding crew at work in C. & O. Nursery fields in early summer. Virgin soil, thorough tillage, favorable growing conditions, and a quarter century nursery experience are all factors that combine to produce the quality and dependability for which C. & O. trees have a reputation.

Columbia & Okanogan Nursery Company
WENATCHEE, WASH.